related to Trade and Investment. India as an investment destination and growth opportunities in India *vis-a-vis* China were also issues on which great interest was evinced.

(c) and (d) Interaction took place with more than 30 CEOs of global corporations about their business interest in India. The policies and programmes of the government with regard to the economic reform process were explained and elaborated upon. The international industrial community was invited to invest in India within the framework of our policies. The CEOs evinced keen interest in India as an investment destination.

Promotion of Indian coffee by Coffee Board

770. SHRI S.M. LALJAN BASHA: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Coffee Board is not actively promoting Indian coffee in the country;

(b) whether it is a fact that the Coffee Board has not opened its coffee shops or outlets in major cities;

(c) if so, what are the reasons therefor;

(d) whether government is aware that the private sector is very active in such marketing techniques; and

(e) the steps proposed by the Coffee Board to create a franchise of its Coffee Board restaurants in interest of selling and promoting Indian coffee?

THE MINISTER OF COMMERCE AND INDUSTRY (SHRI KAMAL NATH): (a) No, Sir. The Coffee Board is involved in increasing the consumption of coffee domestically.

(b) No, Sir. Coffee Board is running 13 India coffee houses/coffee depots in various towns and cities.

(c) Does not arise.

(d) Yes, Sir. Coffee Board is also supporting these initiatives through aggressive generic promotion efforts and public relation campaigns. Coffee Board is conducting the Kaapi Shastra Programme for providing technical training in the art of retailing coffee to the interested private sector/ entrepreneurs in different locations of the country.

(e) Presently there is no proposal by the Board to franchise the Coffee Board restaurants (Coffee Houses) to the private sector.